

2N® NetStar

Sales guide to services



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Autoclip Routing

AutoClip routing is used in the situation where you make an external call and there is no answer. If the recipient later notices the missed call and number, they may call back. Thanks to the AutoClip routing feature, their return call will be directed directly to your extension without them having to go through an IVR service or a receptionist. This also works when the outgoing call is routed through a GSM/UMTS gateway and the call recipient sees just the number of the SIM card used by the gateway.



Benefits to the customer:

Effective communication

Customers calling your company back after a missed call are connected directly to the employee who made the original call.



- AutoClip routing can also be set for SMS messages.
- The time for which the given interface remembers an outgoing call or SMS can be set from 0 to 2 hrs.
- Several routing strategies are possible for return calls to the PBX (to the last caller, the first caller, all callers from the last 2 hrs etc.)
- AutoClip routing can also be used in the case of answered calls, which is useful when you are answered by a VoiceMail.



Call Waiting

Thanks to this service when you are on a call you can easily tell if there is another call waiting for you. If you are on a call and, for example, a colleague is also calling you, you will hear a tone in the background. This informs you that you have another call waiting. As soon as you end the first call you will be connected with the next call in line.



CallBack

The CallBack service is intended for all who want to save money when calling from abroad. It enables you to take advantage of the fact that when roaming incoming calls are always cheaper than outgoing ones. $2N^{\circledast}$ NetStar can call you back when you are abroad and connect your international call immediately after receiving your request. This can be done by SMS or easier still you can call the number of the given PBX and let it ring just once. Using the CallBack service you can establish a conference call with up to 30 participants by sending a single SMS message.



Benefits to the customer:

Reduced calling costs

With the CallBack service you call through a Least Cost Router integrated in the 2N®NetStar system. This will then always select the cheapest route for your calls.

Elimination of roaming charges

If your employees often travel abroad you will certainly appreciate the reduced roaming charges possible using the CallBack service.

Quick and easy establishment of a conference call

One SMS message enables you to establish a conference call with up to 30 participants.

Calls can be recorded by the PBX

Thanks to CallBack, all calls from your mobile are routed through 2N® NetStar, which can be set to record them and store them on a dedicated storage drive.



Service options:

1. Voice CallBack

- a. Make a call to 2N® NetStar,
- b. 2N[®] NetStar rejects the call,
- c. 2N® NetStar calls your mobile phone back,
- d. You accept this call and will then hear the dialling tone from 2N® NetStar,
- e. Dial any number and you will be connected to the appropriate interface through the Least Cost Router.

2. SMS CallBack

- a. You send an SMS message in a predefined form to the SIM card in 2N® NetStar
- b. 2N® NetStar will call your mobile phone back,
- c. When you accept this call 2N® NetStar will start to dial the number stated in your SMS message,
- d. You are connected with the number that you stated in your CallBack SMS.

3. SMS CallBack with two numbers

- a. You send an SMS message stating two numbers to the SIM card located in 2N® NetStar,
- b. 2N® NetStar will establish a call with the first of these,
- c. After the first person has accepted the call, 2N NetStar will call the second number in the SMS message,
- d. 2N® NetStar connects these two numbers with each other. You are not a participant in this call.

4. CallBack which establishes a conference call with up to 30 participants

- a. Send an SMS message to the SIM card located in 2N® NetStar (SMS format *CB*1#xxxxxxx*xxxxxxxxxxxxxxxxx etc.; where xxxxxxx is the phone number of a participant to the conference call),
- b. 2N® NetStar makes a call back to your mobile phone,
- c. You accept this call,
- d. 2N® NetStar starts to establish the conference call with the numbers stated in the SMS message.



- Using SMS CallBack it is possible to establish a conference call at a specific time. Simply send an SMS to 2N® NetStar that states not only the phone numbers of the participants, but also the time and date when 2N® NetStar should establish this conference call.
- Using the CallBack service it is possible to activate or deactivate individual 2N® NetStar services by sending an SMS message. 2N® NetStar will then call you back to confirm a service has been activated/deactivated. These are services such as redirecting, 2N® Mobility Extension etc.



CLIP Modification

Sometimes we all want to hide our identity. Take the situation where you are calling from your mobile phone but don't want the recipient to see your number. Instead you want them to see the official contact number of your company. The service $2N^{\circ}$ Mobility Extension ensures that all calls from your mobile phone are routed through $2N^{\circ}$ NetStar which has the ability to modify CLIP so that caller identification is changed from your mobile phone number to the company contact number or your desk extension number.

Another example; you work in technical support identified under number 222 222 222. However, you call a customer with which you are resolving a delivery issue and you therefore want to be identified under the official customer service number. Thanks to the CLIP modification service you can by using a dialling prefix, for example 9, change your caller identification to 333 333 333, which is the customer service number.

Such change can also be time dependent so, for example, your calls will be identified by a different number during working hours and outside working hours.



Hotel Services

If you own a hotel or any accommodation facility you will certainly find the 2N® NetStar hotel services useful. From, for example, the comfort of a PC at reception you can set the language, an alarm call or calling restrictions for each individual room extension.



Benefits to the customer:

Simple administration of room extensions

From the web application 2N® NetStar Assistant located on the reception PC you can control all the phone extensions in your hotel.



- Hotel services are licensed.
- All settings and management are performed through the web application 2N® NetStar Assistant.
- The individual extensions can be grouped according to floor, wing or other part of the accommodation facility.
- For the individual extensions you can set an alarm call to wake up a guest at the time they require.
- Emergency alarm pressing one button can make all extensions ring and plays a recorded message such as "Fire – evacuate the building".
- You can set individually the language for each extension. This refers to the language used for announcements over the phone listened to by a guest.
- You can set individual calling restrictions for each extension. It is a simple matter to
 prevent a guest from calling to certain destinations or allowing them to call just
 internally within the hotel.



Incoming Hold CLIP

If you accept a transferred call you will always see the identification (CLIP) of the original caller when your phone rings, and not that of the person transferring the call. On your phone, whether fixed line or mobile, you will therefore always see who you will actually be speaking to.



IVR (Interactive Voice Response)

Automatic operator

Automatic operator is a system that manages calls into your company without the need for a person to answer them.



Benefits to the customer:

Simple management of incoming calls

A customer calling the company will, using tone selection, always be directed to the required department or specific employee. With the aid of other services such as group ringing, you can always be certain that a customer's call will be answered.



Characteristics:

- This service is not licensed and comes as standard with the basic configuration.
- The service can be used with all types of input interface PRI, BRI, VoIP, Analogue, GSM and UMTS.
- Tree size is not limited. The announcements are limited to an overall recoding time of 20 minutes, but this capacity can be increased using an MMC card. The MMC card interface is part of the basic package.
- Language versions can be created.
- Branches (e.g. language versions) can be selected automatically on the basis of the called or calling number. E.g. someone calling from a number with the +44 prefix will be automatically directed through the English menu branch.
- Holding areas can be created in the tree (in the case of engaged lines) or automatic transfer to other levels of the tree.
- An administration tool is used to set up the tree.
- It is possible to record own messages and update the IVR tree at any time.
- The WAV file format (8bit, 8kHz, mono, A-law) is used for messages.

If a customer does not want to wait he can be offered the option of leaving a VoiceMail message so he can be contacted later. Information on the caller is sent by email so you know who to contact.



Conference

With the aid of conference calls you can resolve team problems immediately regardless of where the individual team members are, and with immediate feedback.



Benefits to the customer:

Save time and money

Solving problems with the aid of conference calls is much quicker and more effective. It can be used on a daily basis when you need the input of more than one of your colleagues for decision making.



Service characteristics:

- This service is not licensed.
- The maximum number of conference participants is 30 (depending on the setting).
- You can establish a conference call from anywhere over a mobile phone. Conferences
 calls can be established using an SMS with one of the CallBack service options, or using
 the Mobility Extension service.
- The conference call ends when the participant before last hangs up.
- The call is charged to the person who established the conference.



Service options:

1. Connecting calls to make a conference

If you are on a call and you have another waiting (listening to music on hold) you have the option of connecting all three participants (ongoing call plus call on hold) into a conference call. $\{ Flash *0# \}$

2. Adding participants to a conference call

If you have a conference call or a standard call and you need to add another colleague. Whilst pressing Flash add another participant to the conference using the service *0#, the original participants can continue talking without interruption.

The conference services include the services connecting to a call and virtual conference rooms.



Mobility Extension

Mobility Extension is a special type of extension that the 2N® NetStar system works with. Any type of phone can be used for such an extension, from IP to analogue, but in the vast majority of cases this service is used with a mobile phone. If you have Mobility Extension activated on your mobile phone and someone calls your office extension, both your office extension and your mobile phone will ring. It is up to you which phone you take the call on. Mobility Extension also enables you to utilise the services of 2N® NetStar from your mobile phone, such as transferring a call to a colleague.



Benefits to the customer:

Greater employee flexibility

You will no longer miss any calls. You will be reachable on one number wherever you are via your mobile phone (the customer will always call your office number and it is up to you if you answer on your desk phone or mobile phone). Similarly, outgoing calls from your mobile phone can be identified under your office extension (outgoing calls from a Mobility Extension phone are routed through $2N^{\otimes}$ NetStar, which can change the caller ID to that of your desk extension).

Cost savings

Outgoing calls from a mobile phone go through 2N® NetStar, and thanks to a Least Cost Router the cheapest route is always selected, e.g. for international calls. Between a mobile phone and 2N® NetStar a VPN tariff can be applied so the call is completely free of charge.

PBX services on a mobile phone

Your mobile becomes a fully functional part of the 2N® NetStar communications system with all its services. Thanks to Mobility Extension these services are available on your mobile phone so you can, for example, transfer, record and redirect calls and you can also change your out of office message (see service out of office message) or your office extension profile.

Time savings

You know the situation when you need to call the extension of a colleague in the office but you can't remember the full number. With Mobility Extension you can call work colleagues using their short dial numbers.

Replacement for DECT systems

The Mobility Extension service is similar in many ways to DECT systems. A major advantage of Mobility Extension is that you don't need to purchase a new phone device. Your existing mobile phone is fine and it has the advantage of unlimited range. GSM/UMTS signal coverage cannot be compared with the range of a DECT station. This will only offer coverage within the company premises. With 2N® Mobility Extension you can be reached anywhere in the world.



Service characteristics:

- The maximum number of Mobility Extension users per one 2N® NetStar is 500.
- The maximum number of simultaneous Mobility Extension calls per one 2N® NetStar is 64.
- The Mobility Extension service is licensed.
- Mobility Extension calls can be recorded either automatically or by pressing the appropriate combination of keys on a mobile phone.
- Redirection to a Mobility Extension can at anytime be deactivated/activated using DTMF or SMS #55/*55.



References:

Coca-Cola Israel

BNP Paribas France



Recording Calls

To record calls you no longer need any external equipment. From firmware version 3.0.0 you are able with our 2N®NetStar communications system to record calls on interfaces BRI, PRI, VoIP, Analogue, GSM and UMTS.

Recorded calls can be saved on an MMC memory card with a tested capacity of 2 GB and/or on a network drive, which offers storage with unlimited capacity. You can select whether to record all calls automatically or just ones that you consider necessary and you can start recording during a call.



Benefits to the customer:

Security

All incoming and outgoing calls, or all calls made by a particular user, can now be recorded and archived.

Control of service quality

If you want to check how your employees are communicating with customers there is nothing easier than recording calls and later listening to them from your PC.



Service characteristics:

- This service is licensed.
- A maximum number of 20 calls can be recorded simultaneously.
- Calls can be saved on:
 - 1. Memory of CPU card—20 min
 - 2. MMC card—2 GB
 - 3. Network disk—unlimited
- Any port on any interface can be recorded.
- Any user can be recorded.
- Recordings can be listed and listened to using the user interface 2N® NetStar Assistant. They can also be sorted according to date of recoding in the 2N® NetStar administration (configuration) tool.

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- The recording file format in 2N® NetStar Assistant is WAV. If you view the recordings using the configuration tool they are stored here in format alaw.
- All calls of a given user can be recorded automatically or recording can be activated by pressing defined keys (combination of keys on a phone/mobile phone).
- If the selected storage device is full, you can be informed by SMS message or email.
- In the case of a conference call, it is possible to record the entire conference room by recording one channel/user inside the room.

If you own a call centre and record calls of all operators, the recordings are controlled by a supervisor alone. The individual operators do not see the recordings and they cannot erase them or alter them in any way.



Connection to a Call

Connection to a call is a service that you can use in the case where you urgently need to solve something with a colleague, but he is on a call with someone else. By connecting to his call you create a three-party conference call.



Benefits to the customer:

Feature for call centres

If a supervisor of operators in a call centre wants to listen to his staff at work there is nothing simpler than connecting to calls in progress.

Time savings in urgent cases

In the situation where you call a colleague but he is on a call to someone else it is possible to connect to this call in progress. A three-party conference call is then created with all participants able to hear each.



Service characteristics:

The call is charged to the person who connects to the call in progress



Profiles

You certainly know profiles from your mobile phone. When you go into a meeting you switch your mobile phone from the "general" profile to "meeting" profile and your phone will not ring when you have an incoming call. It will just vibrate. The profiles in the 2N® NetStar communications system work on a similar principle, but with many more options. Thanks to profiles you are able to change not only the ring tones of your desk extension, but also routing rules, absence message (displayed on the caller's display) and services linked to your 2N® NetStar account.

In practice it can work such that, for example, before going on holiday you use the web application 2N® NetStar Assistant to switch your profile from "office" to "holiday". In doing this the routing rules in 2N® NetStar change automatically. It deactivates the service 2N® Mobility Extension so you will not be disturbed on holiday. Incoming calls from customers will be routed to a VoiceMail where they will hear from your recorded message that you are on holiday until a given date. The VoiceMail messages will be sent to you by email. If your colleagues call your number whilst you are away they will see a message on the display of their system phone "Holiday until 8.6.2010".



Benefits to the customer:

Increased user comfort

Using the profiles each user can easily change the characteristics of his account without any complex set-up procedures.



- The service is not licensed.
- It is possible to set up to 8 profiles for each user from the 2N® NetStar Assistant web application.
- For each profile a range of characteristics can be set
 - a. Routing rules
 - b. Tone settings
 - c. Services (VoiceMail, logging in to a specific group etc.)
 - d. Absence message
- Profiles can be switched from a system phone, the 2N® NetStar Assistant web
 application, from a mobile phone using an SMS message or on the basis of time settings.
- Profiles can also be switched using the MS Outlook calendar. In this calendar there are 4 types of event in relation to which you can link a corresponding 2N® NetStar profile. To do this a Profile Switching licence is necessary, and Application Server software needs to be installed on any PC. This application is supplied without charge. A TAPI interface is not required for this feature.



SMS at no Answer

In the situation where you call a customer on his mobile phone, but for whatever reason he cannot take the call, he will receive an SMS message immediately on finishing the call. This message gives the name of your company, the name of the caller and contact information. If the customer calls back he will be connected directly to you without going through the IVR (automatic operator) menu.



Benefits to the customer:

Greater convenience for your customers

Customers see immediately who from your company is contacting them, even if they can't take the call at that moment.

Greater flexibility for employees

Message at no answer to your mobile phone even if the Mobility Extension service is activated and one of your colleagues calls your desk extension. You therefore have a detailed record of missed calls and can immediately contact your colleague back from wherever you are.



Service characteristics:

 The message at no answer service can be set for the company as a whole or individually for each user.



Sending/Receiving SMS

If you often send SMS messages, or a large quantity of them you will certainly appreciate the ability to easily send and receive them from the comfort of your computer. Without the necessity of writing long messages on your mobile phone you can address groups of your customers regarding new products, write to your colleagues who are off site and/or members of your family.



Benefits to the customer:

Time savings

There is no faster and easier way to send SMS messages. Just open the email client, create a new email and put a phone number as the address.

Targeted marketing

Simple way to send advertising or other marketing SMS messages to your contact lists. Sending an SMS to a thousand customers is a question of one email sent from your PC.

Cost savings

Outgoing SMS messages from your company always use the cheapest route thanks to an effective Least Cost Router.



- The service sending SMS from 2N® NetStar Assistant, Tray icons is not licensed. From 2N® NetStar Operator, 2N® Communicator is licensed.
- The service sending/receiving SMS from email clients is licensed.
- 2N® NetStar can send 128 SMS messages at a time. Sending one message takes 5 to 10 seconds and therefore in 1 hour you can send over 45 000 SMS messages.
- The SMS message is written in the email subject.
- We support email clients that work with SMTP protocol.
- Incoming SMS messages can be directed on the basis of contained text. If in the text, for
 example, you insert your extension number, the SMS is delivered to your email inbox. Of
 course you can route SMS messages according to any text and not just according to
 extension number.
- To route incoming messages it is also possible to use the service AutoClip routing with timeout setting. An incoming SMS (reply to original message) is delivered to the appropriate user for the reply.
- Your name, extension number and other identification can automatically be added to the end of each message.



SNMP

If it is necessary to have remote monitoring of 2N® NetStar, such as in the case of a Service Level Agreement (SLA), we offer you support with the SNMP protocol. This international standard protocol ensures that you will have real time control over the entire communications system. You will immediately be informed of individual faults and be able to respond to them before the user even notices them.



Benefits to the customer:

Greater peace of mind

Thanks to remote monitoring over SNMP you can respond much quicker to faults in the system when they arise and thus ensure the smooth running of the entire communications system.

Ability to offer an SLA

If you are a partner that maintains 2N® NetStar communication systems for customers you have the ability to have easy control over all of them and be informed immediately of any faults. The fulfilment of SLA conditions is therefore no problem.



Service characteristics:

We are able to actively monitor (automatic reporting of faults to the monitoring software) the following conditions:

- GSM/UMTS signal level
- BRI/PRI interface (1st and 2nd levels)
- Short-circuit of internal analogue line
- Fault detection of CO line
- Deregistering of VoIP trunk from VoIP provider
- Disconnection of system Cornet phone
- Restart PBX

We can passively monitor (in response to a request from the monitoring centre) all other conditions and information on the 2N® NetStar communications system.



Software that we recommend for remote monitoring over SNMP:

HP Openview

Net Inspector

Ireasoning



Private Call

Thanks to the private call service, employees of the company can call from a company phone on their own private account. Each call that you want to designate as a private call is dialled with a special prefix and then clearly recorded in the billing software. Every employee can have their own PIN for making such calls and preventing misuse.



Benefits to the customer:

Designation of calls as private

This service enables selected outgoing calls to be designated as private. These are then clearly recorded in the billing software.

A private call can also be made from a phone other than your own, for example that of a colleague. In such case you must state your extension number as the service number.



Least Cost Router

In these times of tough competition every company gives careful consideration to what projects they fund. With the help of 2N® NetStar you can get much more for your money. Thanks to an integrated Least Cost Router, your calls are always routed in the cheapest possible way. The Least Cost Router can also be combined with the free minute counting service and then you can call completely free of charge.



Benefits to the customer:

Significantly reduced calling costs

The comprehensive Least Cost Router in 2N®NetStar is always able to find the cheapest route for outgoing calls from your company. With the help of this service you can reduce calling costs by up to 80%.



- The Least Cost Routing service is not licensed.
- You can select the cheapest route on the basis of:
 - a. Prefix
 - b. Called number
 - c. Calling number
 - d. Call type (international, national, local)
 - e. Text in the case of an SMS
- The Least Cost Router works with all interface types PRI, BRI, VoIP, Analogue, GSM and UMTS.
- Combination with the free minutes management service, which is available over all interfaces, will enable you to make even more significant savings.



Virtual Conference Rooms

Sometimes it is difficult whilst working on team projects to keep all team members in one office. Colleagues can be on business trips, working from home or off sick. A modern company that wants to maintain a high degree of effectiveness and productivity can overcome this problem with the aid of telecommunications services. With 2N® NetStar we can offer you a solution on the basis of virtual conference rooms. The individual conference participants can enter a room by calling the designated number for this service and entering a PIN for the specific room. A room can also convene a conference itself with predefined participants, for example at a given time and date.



Benefits to the customer:

Significant time savings

Each day we face tasks that need to be solved effectively and quickly. When resolving such tasks requires decision making by more than one person, the quickest way to deal with it is by setting up a conference call.

Cost savings

It is much cheaper for the company if team tasks are resolved by establishing a conference call than by calling each team member individually.

Simple to operate

Using virtual conference rooms is much easier than creating a standard conference. The administration of the individual rooms can be performed using the web application 2N® NetStar Assistant.



- 2N® NetStar comes as standard with a license for one conference room with a maximum
 of 5 participants. If you want to use more rooms or have conferences with over 5 people
 it is necessary to purchase an extra license.
- The maximum number of participants in all conference rooms at any one time is 32. This means you can theoretically have 16 conference rooms with two participants in each.
- Each conference room can be administered from the web application 2N® NetStar Assistant, which also enables you to view who is currently in a room.
- A special PIN code can be set for each room which you have to enter if you want to join a conference.
- A separate welcome message can be recorded for each individual room.
- The room can call you itself when a specified phone number enters a contact with whom you agreed a meeting in the room at a certain time.
- A conference with up to 32 participants can be established with the aid of a single SMS message.
- Every conference can be recorded automatically and stored on an MMC card or a network drive.

•	All invited participants can be summoned automatically to a conference once the administrator or a predefined number enters the room.



VoiceMail

The forwarding of calls to VoiceMail is a service you can use when you are out of the office and don't want to be disturbed on your mobile phone with 2N® Mobility Extension, but at the same time you don't want to risk losing a customer by not taking a call. In such case any user of the 2N® NetStar communications system can activate call forwarding to VoiceMail and customers will have the opportunity to leave a message.



Benefits to the customer:

Improved customer service

If you are on a business trip, holiday or just don't want to be disturbed, and at the same time you don't want to miss any calls from customers, you can activate call forwarding to VoiceMail.



- The announcement played to the caller on being forwarded to VoiceMail is easy to record, change or delete at anytime from your desk phone or mobile phone.
- To VoiceMail you can forward:
 - a. All incoming calls
 - b. All incoming calls if you are engaged
 - c. All incoming calls just between certain times (this can be set from 2N® NetStar Assistant)
- Every message that is left in your VoiceMail can be automatically forwarded to your email address in WAV format.
- You can be informed of all new VoiceMail messages by SMS.
- Messages can also be played from a mobile phone if an email client has been installed on it.
- Emails with VoiceMail attachments have a flexible form that can be edited, for example: "Missed call from +420 222 222 222 at 9:30. Here is the message that was left."
- You can receive email notification even if no message was left. This is useful, for example, for call centres that want an overview of all calls that are not answered.



Free Minutes Management

If you want to significantly reduce your company's phone bill the best solution is to use the free minutes management feature of 2N® NetStar. Regardless of the interface (GSM, UMTS, VoIP, BRI, PRI, analogue) it is possible to set the free minutes provided by the operator. For example, T-mobile provides you a SIM card on which is 100 free minutes for calls to mobile networks. You then insert this SIM card into 2N® NetStar and set the value of free minutes. All calls to mobile networks will then be routed through this SIM card. 2N® NetStar keeps check of how many free minutes remain and as soon as they are used up it will start to route calls differently, perhaps through another SIM card with free minutes.



Benefits to the customer:

Cost savings

The free minutes counter in combination with an effective Least Cost Router can result in savings of up to 80% on call charges.



- Free minutes can be set on any interface VoIP/GSM/UMTS/BRI/PRI/analogue.
- After using up the free minutes calls are automatically channelled to a different interface port.
- The interface/port that has run out of free minutes is automatically blocked from further calls.
- You can receive SMS or email notification that free minutes have been used up.
- A call during which the free minutes run out can be terminated automatically or can be allowed to continue.



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